Special report

Best-selling OTC's

Unveiling the year's hottest OTC products:

Unit movement	Dollar sales	Gross margin dollars
1. Fleet enema	1. Slim-Fast powder, chocolate, 16 oz.	1. Slim-Fast powder, chocolate, 16 oz.
2. Chapstick	2. Centrum 100 + 30	2. Slim-Fast powder, vanilla, 16 oz.
3. Bayer aspirin 100's	3. Slim-Fast powder: vanilla, 16 oz.	3. Mylanta liquid, 12 oz.
4. Visine ½ oz.	4. Anacin tabs, 100's	4. Allergan Cleaner refill, 24 tabs
5. Mylanta liquid 12 oz.	5. Actifed tabs, 24's	5. Theragran M, 100 + 30
6. Actifed tabs 12's	6. NyQuil, 10 oz.	6. NyQuil, 10 oz.
7. Slim-Fast powder, chocolate, 16 oz.	7. Drixoral tabs, 20's	7. Actifed tabs, 24's
8. NyQuil 6 oz.	8. NyQuil, 6 oz.	8. Tylenol Extra-Strength tabs, 60's
9. Anacin tabs 100's	9. Theragran M, 100 + 30	9. Tylenol Extra-Strength caps, 50's
10. Actifed tabs 24's	10. Tylenol Extra-Strength tabs, 100's	10. Centrum 100 + 30
11. Robitussin DM, 4 oz.	11. Tylenol Extra-Strength tabs, 60's	11. Tylenol Extra-Strength tabs, 100's
12. J&J Plastic Strips ¾ in., 60's	12. Mylanta liquid, 12 oz.	12. Trojan lubricated 12's
13. Maalox suspension, 12 oz.	13. Tylenol Extra-Strength caps, 50's	13. Anacin Tabs, 100's
14. Tylenol Extra-Strength tabs, 30's	14. Tylenol elixir, 2 oz.	14. Tylenol drops, ½ oz.
15. Pepto-Bismol, 8 oz.	15. Tylenol Extra-Strength caps, 100's	15. B&L Sensitive Eyes saline, 12 oz.
16. Tylenol Extra-Strength caps, 24's	16. Excedrin Extra-Strength tabs, 100's	16. Drixoral tabs, 20's
17. Tylenol Extra-Strength caps, 50's	17. Dexatrim Extra-Strength, 20's	17. Tylenol Extra-Strength tabs, 30's
18. Tylenol Extra-Strength tabs, 60's	18. Robitussin DM, 4 oz.	18. Robitussin DM, 4 oz.
19. Sudafed tabs, 24's	19. Bufferin tabs, 100's	19. NyQuil, 6 oz.
20. Tylenol chew tabs, 30's	20. Allergan cleaner refill, 24 tabs	20. Actifed tabs, 12's
21. Bufferin 100's	21. Bayer aspirin, 100's	21. Dexatrim Extra-Strength, 20's
22. Afrin ½ oz.	22. Metamucil powder, 21 oz.	22. Afrin, ½ oz.
23. Bayer aspirin, 50's	23. Tylenol tabs, 100's	23. Sudafed tabs, 24's
24. Vicks 44D syrup, 3 oz.	24. Tylenol elixir, 4 oz.	24. Fleet enema
25. Trojan Enz Lubricated 3's	25. B&L Sensitive Eyes saline, 12 oz.	25. Os-Cal, 500mg., 60's
26. Dexatrim Extra-Strength, 20's	26. Maalox susp., 12 oz.	26. Visine, ½ oz.
27. Alka-Seltzer foil, 36's	27. Afrin, ½ oz.	27. Metamucil powder, 21 oz.
28. B&L Sensitive Eyes saline, 8 oz.	28. Drixoral tabs, 10's	28. Trojan Enz lubricated 3's
29. Pepto-Bismol, 4 oz.	29. Tylenol Extra-Strength caps, 24's	29. Tylenol Extra-Strength caps, 100's
30. NyQuil 10 oz.	30. Visine, ½ oz.	30. Tylenol Extra-Strength caps, 24's
31. Drixoral tabs, 10's	31. Vicks 44D syrup, 3 oz.	31. Drixoral tabs, 10's
32. Contac caps, 10's	32. Tylenol Extra-Strength tabs, 30's	32. Mylanta-2 liquid, 12 oz.
33. Tylenol tabs, 100's	33. Actifed tab, 12's	33. Tylenol chew tabs, 30's
34. B&L Sensitive Eyes saline, 12 oz.	34. Mylanta-2 liquid, 12 oz.	34. Chapstick
35. Tylenol Extra-Strength tabs, 100's	35. Contac caps, 10's	35. Tylenol elixir, 4 oz.
36. Maalox Plus susp. 12 oz.	36. Soflens Enzy. cleaner, 24's	36. Dristan tabs, 24's
37. Benylin cough syrup, 4 oz.	37. Sudafed tabs, 24's	37. Bayer aspirin, 100's
38. Excedrin Extra-Strength tabs, 100's	38. Tylenol chew tabs, 30's	38. Contac caps, 20's
39. Tylenol drops, ½ oz.	39. Tylenol drops, ½ oz.	39. Excedrin Extra-Strength tabs, 100's
40. Dristan tabs, 24's	40. Contac caps, 20's	40. Nyquil, 14 oz.
41. Tums 3-pack, 36's	41. Pepto-Bismol, 8 oz.	41. Flex-Care soft lens solution, 12 oz.
42. Blistex tube, reg.	42. Trojan lubricated, 12's	42. B&L Saline Solution, 12 oz.
43. B. C. powder, 6's	43. B&L Sensitive Eyes saline, 8 oz.	43. Sudafed tabs, 30mg., 48's
44. Alka-Seltzer Plus, 20's	44. Os-Cal, 500mg, 60's	44. Vicks 44D syrup, 3 oz.
45. Trojan regular, 3's	45. Slim-Fast Instant Pudding, 16 oz.	45. Alka-Seltzer Plus, 36's
46. Robitussin syrup, 4 oz.	46. Dristan tabs, 24's	46. Tylenol tabs, 100's
47. Ben Gay Greaseless, 1.25 oz.	47. B&L saline solution, 12 oz.	47. Gynol II jelly refill, 4.44 oz.
48. Preparation H ointment, 1 oz.	48. Advil tabs, 50's	48. Neosporin ointment, 1 oz.
49. Vicks Vapo Rub, 1.5 oz.	49. Alka-Seltzer Plus tabs, 36's	49. Alka-Selzer Plus, 20's
50. Ex-Lax tabs, chocolate, 18's	50. Fleet enema	50. Maalox susp. 12 oz.

Best-selling OTC's

Special report

Top 100 movers in units, dollars and profits

Unit movement	Dollar sales	Gross margin dollars
51. Correctol tabs, 30's **52.** Slim-Fast powder, vanilla, 16 oz. **53.** Halls Mentho-Lyptus 30's **54.** B&L saline solution, 12 oz. **55.** Tylenol elixir, 4 oz.	**51.** Maalox Plus susp., 12 oz. **52.** Alka-Seltzer foil, 36's **53.** NyQuil, 14 oz. **54.** Benylin cough syrup, 4 oz. **55.** Flex-Care soft lens sol., 12 oz.	**51.** B&L Sensitive Eyes saline, 8 oz. **52.** Alka-Seltzer foil, 36's **53.** Bufferin, 100's **54.** Os-Cal, 250mg., 100's **55.** B&L Daily Cleaner, 45 ml.
56. Tums 3-pack assorted flavors, 36's **57.** B&L Daily Cleaner, 45 ml. **58.** Centrum 100 + 30 **59.** Mylanta-2 liquid, 12 oz. **60.** Tylenol tabs, 24's	**56.** B&L daily cleaner, 45ml **57.** Alka-Seltzer Plus, 20's **58.** Metamucil powder, 14 oz. **59.** Robitussin-DM, 8 oz. **60.** Gynol II jelly refill, 4.44 oz.	**56.** Benylin cough syrup, 4 oz. **57.** Slim-Fast Instant Pudding, 16 oz. **58.** Contac caps, 10's **59.** Today sponge, 3's **60.** Robitussin-CF, 4 oz.
61. Neosporin ointment, ½ oz. **62.** Rolaids 12's regular **63.** Tylenol elixir, 2 oz. **64.** Drixoral tabs, 20's **65.** Ex-Lax unflavored pills, 8's	**61.** Sudafed tabs, 30mg, 48's **62.** Today sponge, 3's **63.** Pepto-Bismol, 4 oz. **64.** Preparation H supp., 12's **65.** Preparation H ointment, 1 oz.	**61.** Robitussin-DM, 8 oz. **62.** Trojan regular, 12's **63.** Actifed tabs, 48's **64.** Pepto-Bismol, 8 oz. **65.** Neosporin ointment, ½ oz.
66. Correctol tabs, 15's **67.** Alka-Seltzer, 25's **68.** Dramamine tabs, 12's **69.** Today sponge, 3's **70.** Robitussin syrup CF, 4 oz.	**66.** Correctol tabs, 30's **67.** Bayer aspirin, 50's **68.** Neosporin ointment, 1 oz. **69.** Os-Cal, 250mg, 100's **70.** Robitussin syrup CF, 4 oz.	**66.** Preparation H supp., 12's **67.** Soflens Enzy. cleaner, 24's **68.** Trojan regular, 3's **69.** Vicks Formula 44 cough syrup, 3 oz. **70.** Advil, 50's
71. St. Joseph Children's aspirin, 36's **72.** Luden Cherry cough drops **73.** Trojan lubricated 12's **74.** Anacin tabs, 30's **75.** Bayer children's aspirin, 36's	**71.** Excedrin Extra-Strength, 60's **72.** Dexatrim Extra-Strength, caf.-free 20's **73.** Neosporin ointment, ½ oz. **74.** Chapstick **75.** Triaminic syrup, 4 oz.	**71.** Maalox plus susp., 12 oz. **72.** J&J Plastic Strips ¾ in. 60's **73.** Metamucil powder, 14 oz. **74.** Rolaids regular, 12's **75.** B&L Sensitive Eyes cleaning sol., 8 oz.
76. Rolaids tabs, 3-pack **77.** Advil tabs, 50's **78.** Tylenol Extra-Strength caps, 100's **79.** Maalox Plus tabs, 12's **80.** Preparation H supp., 12's	**76.** Ecotrin tabs, 100's **77.** Actifed tabs, 48's **78.** B&L Sensitive Eyes cleaner, 8 oz. **79.** Doan's Pills, 24's **80.** B&L saline solution, 8 oz.	**76.** Triaminic syrup, 4 oz. **77.** Donnagel PG, 6 oz. **78.** Preparation H ointment, 1 oz. **79.** Vicks Vapo Rub, 1.5 oz. **80.** Dramamine tabs, 12's
81. Alka-Seltzer Plus, 36's **82.** Sudafed S.A. caps, 10's **83.** Blistik Lip Balm **84.** Contac caps, 20's **85.** Excedrin Extra-Strength tabs, 36's	**81.** Dramamine tabs, 12's **82.** Trojan Enz lubricated, 30's **83.** Pliagel cleaning solution 25ml **84.** Gaviscon tabs, 100's **85.** Robitussin syrup, 4 oz.	**81.** Ben Gay Greaseless, 1.25 oz. **82.** Pliagel cleaning solution, 25mg. **83.** Visine, 1 oz. **84.** Excedrin Extra-Strength tabs, 60's **85.** Correctol tabs, 30's
86. Aspercreme, 3 oz. **87.** Triaminic syrup, 4 oz. **88.** B&L saline solution, 8 oz. **89.** Flex-Care Soft Lens sol. 12 oz. **90.** Chloroseptic cherry lozenges	**86.** Visine, 1 oz. **87.** J&J Plastic Strips ¾ in., 60's **88.** Tylenol tabs, 50's **89.** Excedrin Extra-Strength tabs, 36's **90.** One-A-Day vit/min, 60's	**86.** Bayer aspirin, 50's **87.** Unisol 4 saline twinpack, 2-4 oz. **88.** Doan's pills, 24's **89.** Aspercreme tube, 3 oz. **90.** Correctol tabs, 15's
91. Excedrin Extra-Strength tabs, 60's **92.** Sudafed tabs 30mg, 48's **93.** B&L Sensitive Eyes cleaning sol., 8 oz. **94.** Riopan Plus susp., 12 oz. **95.** Luden Honey Liq. cough drops	**91.** Ascriptin tabs, 100's **92.** Vicks Vapo Rub, 1.5 oz. **93.** Coricidin D tabs, 24's **94.** Donnagel PG, 6 oz. **95.** Ben Gay Greaseless, 1.25 oz.	**91.** Robitussin syrup, 4 oz. **92.** Barnes-Hind wetting sol., 2 oz. **93.** Anacin tabs, 30's **94.** Coricidin D tabs, 24's **95.** Sudafed S.A. caps, 10's
96. Allergan cleaner refill, 24 tabs **97.** Halls Honey Lemon drops **98.** Alka-Seltzer foil, 12's **99.** Ascriptin tabs, 100's **100.** Tylenol tabs, 50's	**96.** Sudafed S.A. caps, 10's **97.** Comtrex tabs, 24's **98.** Aspercreme tube, 3 oz. **99.** Acutrim 20's **100.** Robitussin-Pe, 4 oz.	**96.** Ex-Lax tabs; chocolate, 18's **97.** Pepto-Bismol liquid, 12 oz. **98.** Boil & Soak Saline, 12 oz. **99.** Tylenol tabs, 50's **100.** Sudafed Plus tabs, 24's

Special report

Best-selling OTC's

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The OTC drugs that made it to the Top 100 included most heavily advertised and promoted products sold by drug chains.

According to Medi-Span's *OTC Pricing Guide*, for example, the suggested selling price for Chapstick is 95¢. In a recent sweep through the latest tear sheets from major chains, *Drug Store News* staffers found Chapstick to be among the most deeply discounted OTC products. The average promotional price charged for Chapstick by the chains was 52¢, actually 9¢ below AWP. At least one chain advertised the lip balm for as low as 39¢.

Other OTC products selling below AWP price were Bayer aspirin 100's, priced by most chains at around $1.78, 85¢ below AWP. The hottest price was $1.69.

The most dramatic promotions were in OTC vitamin advertising. Squibb's Theragran M 100 + 30 was selling for an average price $7.32, $2.79 below AWP. The lowest price was $6.99.

Lederle's Centrum 100 + 30 was selling for an average of $6.92 per bottle by the chains, $2.81 below its AWP.

Slim-Fast, the No. 1 diet aid among the Top 100 OTC products may owe some of its popularity to the heavy discounting being done by the chains.

On average, a 16-oz. can of Thompson Medical's Slim-Fast was selling for $4.83 and as low as $3.99. At the promotional price of $3.99, Slim-Fast is a real bargain, $3 below AWP and $6.50 below the suggested retail.

Cough/cold

Almost one-quarter of all the cough/cold products in the Top 100 were Rx-to-OTC switched drugs. Burroughs-Wellcome did exceptionally well with its Actifed product, placing two popular sizes, 12's and 24's in the Top 100 according to unit movement, dollar sales and profit dollars. Burroughs' Sudafed SA, a long-acting decongestant that was formerly prescription-only, also made it to the Top 100 in all three lists.

Other switched OTC's include Schering's Afrin Nasal Spray and Drixoral tablets, and Parke-Davis' Benylin cough syrup.

Sandwiched between the Rx-to-OTC drugs were some perennial winners.

Vicks NyQuil made it to the

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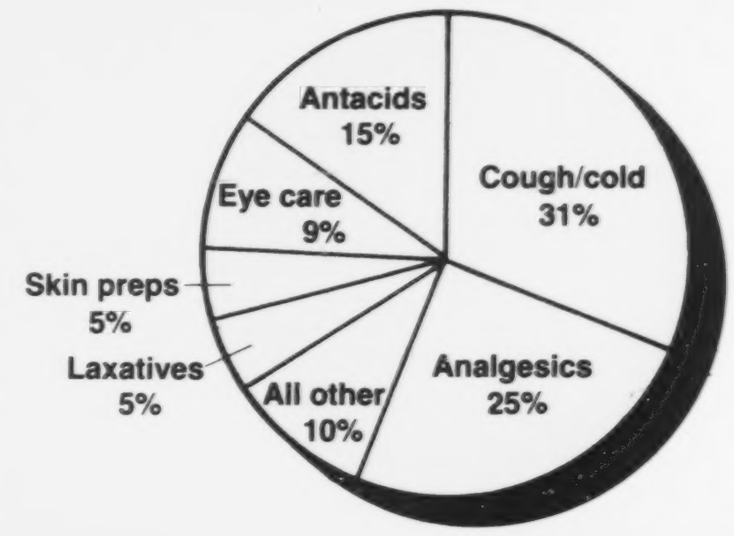
% Share of Top 100 by category
(Unit sales)



Source: *Drug Store News* survey

The fastest moving cough/cold products
(unit sales)

1 Chapstick
2 Actifed tabs 12's
3 NyQuil 6 oz.
4 Actifed tabs 24's
5 Robitussin DM 4 oz.
6 Sudafed tabs 24's
7 Afrin nasal spray ½ oz.
8 Vicks Formula 44-D cough mixture 3 oz.
9 NyQuil 10 oz.
10 Drixoral tabs 10's
11 Contac caps 10's
12 Benylin cough syrup 4 oz.
13 Dristan tabs 24's
14 Blistex regular tube
15 Alka Seltzer Plus tabs 20's
16 Robitussin cough syrup 4 oz.
17 Vicks Vapo Rub 1.5 oz.
18 Halls Mentho-Lyptus drops 30's
19 Drixoral tabs 20's
20 Robitussin CF 4 oz.
21 Luden Cherry cough drops
22 Alka Seltzer Plus tabs 36's
23 Sudafed S.A. caps 10's
24 Blistik Lip Balm
25 Contac caps 20's
26 Triaminic cough syrup 4 oz.
27 Chloroseptic Cherry lozenges
28 Sudafed tabs 48's
29 Luden Honey/Licorice cough drops
30 Halls Honey/Lemon cough drops

Source: *Drug Store News* survey

Customer loyalty! Retailers report **90% repeat** purchase rate.
HERPECIN-L®
Cold Sore Lip Balm. *"It Works!"*
Write: CAMPBELL LABORATORIES, INC.
P.O. Box 812-A, FDR, NY, NY 10150

DOUBLE-STRENGTH PROFITS...
Line your shelves with all 4 package sizes of Double-Strength MYLANTA-II and watch the profits roll in...week after week...month after month.
NEW WINTER DEAL

Best-selling OTC's

The fastest moving cough/cold products (retail dollars)

1 Actifed tabs 24's	9 Actifed tabs 12's
2 NyQuil 10 oz.	10 Contac caps 10's
3 Drixoral tabs 20's	11 Sudafed tabs 24's
4 NyQuil 6 oz.	12 Contac caps 20's
5 Robitussin DM 4 oz.	13 Dristan tabs 24's
6 Afrin nasal spray ½ oz.	14 Alka Seltzer Plus tabs 36's
7 Drixoral tabs 10's	15 NyQuil 14 oz.
8 Vicks 44-D cough mixture 3 oz.	16 Benylin cough syrup 4 oz.

Source: *Drug Store News* survey

Continued from page 34

Top 100 OTC listing with three different sizes, 6 oz., 10 oz. and 14 oz. The 6 oz. and 10 oz. were among the Top 10 best movers in cough/cold products among the 100 OTC drugs listed.

In addition, Vicks 44D Cough Syrup and Vapo Rub also made it to the Top 100 listing.

Menley & James' Contac capsules, a long-acting cold product, appeared in the Top 100 with two sizes.

Analgesics

Bayer aspirin 100's and Anacin tablets 100's topped the list of analgesics in the No. 1 and 2 positions, respectively.

Although the two aspirin-containing products led the list of analgesic movers, the true winner was still McNeil Laboratories' Tylenol.

McNeil has fully recovered from the 1982 Chicago tragedy, when the market was almost pulled out from under it, and has come back stronger than ever.

Twelve sku's of Tylenol products were represented in the analgesic category, accounting for almost half of the analgesic places on the Top 100 unit list.

Tylenol product movement was also helped by the spate of publicity given to the link between aspirin products and Reye Syndrome in children.

Additionally, the introduction of over-the-counter ibuprofen, which some observers predicted would hurt Tylenol, had little effect on the product.

If anything, the warning that consumers should avoid ibuprofen if they are allergic to aspirin products drew more

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The fastest moving analgesic products (unit sales)

1 Bayer aspirin 100's	
2 Anacin tabs 100's	
3 Tylenol Extra-Strength tabs 30's	
4 Tylenol Extra-Strength caps 24's	
5 Tylenol Extra-Strength caps 50's	
6 Tylenol Extra-Strength tabs 60's	
7 Tylenol chewable tabs 30's	
8 Bufferin regular tabs 100's	
9 Bayer aspirin 50's	
10 Tylenol tabs 100's	
11 Tylenol Extra-Strength tabs 100's	
12 Excedrin Extra-Strength tabs 100's	
13 Tylenol drops ½ oz.	
14 B.C. Powder 6's	
15 Tylenol elixir 4 oz.	
16 Tylenol tabs 24's	
17 Tylenol elixir 2 oz.	
18 St. Joseph's Children's aspirin 36's	
19 Anacin tabs 30's	
20 Bayer Children's aspirin 36's	
21 Advil Pain Relief tabs 50's	
22 Tylenol Extra-Strength caps 100's	
23 Excedrin Extra-Strength tabs 36's	
24 Excedrin Extra-Strength tabs 60's	
25 Anacin Mortar 12's	

Source: *Drug Stores News* survey

The highest volume analgesic products (retail dollars)

1 Anacin tabs 100's	
2 Tylenol Extra-Strength tabs 100's	
3 Tylenol Extra-Strength tabs 60's	
4 Tylenol Extra-Strength caps 50's	
5 Tylenol Elixir 2 oz.	
6 Tylenol Extra-Strength caps 100's	
7 Excedrin Extra-Strength tabs 100's	
8 Bufferin regular tabs 100's	
9 Bayer aspirin 100's	
10 Tylenol tabs 100's	
11 Tylenol Elixir 4 oz.	
12 Tylenol Extra-Strength caps 24's	
13 Tylenol Extra-Strength tabs 30's	
14 Tylenol chewable tabs 30's	
15 Tylenol Drops ½ oz.	
16 Advil Pain Relief tabs 50's	
17 Bayer aspirin 50's	
18 Excedrin Extra-Strength tabs 60's	
19 Ecotrin tabs 100's	
20 Doan's Pills 24's	
21 Tylenol tabs 50's	
22 Excedrin Extra-Strength tabs 36's	
23 Ascriptin tabs 100's	

Source: *Drug Store News* survey

GREAT NEW DEAL!

4 Double-Strength sizes to strengthen your profits!

PROMOTIONAL ALLOWANCES					PROMOTIONAL SUPPORT
Free-Goods* Allowance	Plus Advertising Allowance†		Plus Merchandising Allowance		
	OPTION A	OPTION B‡	REDUCED PRICE FEATURE	DISPLAY	
12 oz Liquid 8⅓% Off Invoice	Up to **$1.25** per dozen	**$1.00** per dozen	**$.75** per dozen reduced price feature	**$.75** per dozen floor or end cap display	• Direct to consumer national T.V. promotion...1,705 GRPs 88% Reach 1.7 Billion impressions • Year-round physician detailing and sampling • Major medical and trade journal advertising support
5 oz Liquid 8⅓% Off Invoice	Up to **$.75** per dozen	**$.50** per dozen	**$.50** per dozen reduced price feature	**$.50** per dozen floor or end cap display	
60s Tablets 8⅓% Off Invoice	Up to **$1.25** per dozen	**$1.00** per dozen	**$.75** per dozen reduced price feature	**$.75** per dozen floor or end cap display	
24s Tablets 8⅓% Off Invoice	Up to **$.75** per dozen	**$.50** per dozen	**$.50** per dozen reduced price feature	**$.50** per dozen off-shelf display	

Also Available—Up to **2%** billback allowance for four-color roto advertising or coupon program.
Unlimited purchases allowed for claiming billback allowances.
Retail buy-in period: March 25 through April 26, 1985.
Advertising performance period: March 25 through July 5, 1985.
Claim deadline: 45 days following appearance of ad.
Contact your Stuart Representative for complete details.

*Through participating wholesaler.
†All ads should feature both liquid and tablets.
‡Provided advertising coverage is in at least 75% of the applicant's trading area.

DOUBLE-STRENGTH
MYLANTA®-II
(aluminum and magnesium hydroxides with simethicone)

STUART PHARMACEUTICALS

The #1 choice in stores stocking as OTC cold sore recommendation.
HERPECIN-L®
Cold Sore Lip Balm. *"It Works!"*
Write: CAMPBELL LABORATORIES, INC.
P.O. Box 812-A, FDR, NY, NY 10150

special report

Best-selling OTC's

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attention to the acetaminophen products, such as Tylenol.

Nevertheless, ibuprofen made its mark quickly in chain drug stores after the prescription-only product was approved for OTC sale.

Whitehall's Advil climbed to the No. 78 spot in unit movement and was 21st among the top analgesic items. Bristol-Myers' Nuprin did not make it to the Top 100 list.

Advil owed much of its success to the fact that ibuprofen was an established prescription drug used in the treatment of arthritis. Despite the fact that the F.D.A. restricted Whitehall and Bristol from using the antiarthritic indications in their advertising campaigns and despite the lower potency of the OTC version, consumers who had been on the prescription drug flocked to the less expensive and more available OTC.

Antacids

Antacids was the third largest category represented in the Top 100 OTC's with 17 products. Mylanta 12 oz. led the charge for sales, which resulted in its being the leading antacid product in the Top 100 based on unit movement, profit dollars and total dollar sales. It was also the only antacid to make all three lists in the Top 10 OTC products.

The highest volume antacid products (retail dollars)

1 Mylanta liquid 12 oz.
2 Maalox suspension 12 oz.
3 Mylanta II liquid 12 oz.
4 Pepto Bismol 8 oz.
5 Maalox Plus suspension 12 oz.
6 Alka Seltzer foil 36's
7 Pepto Bismol 4 oz.
8 Gaviscon tablets 100's

Source: *Drug Store News* survey

The most profitable antacid products (gross margin dollars)

1 Mylanta liquid 12 oz.
2 Mylanta II liquid 12 oz.
3 Maalox suspension 12 oz.
4 Alka Seltzer foil 36's
5 Pepto Bismol 8 oz.
6 Maalox Plus suspension 12 oz.
7 Rolaid regular 12's
8 Pepto Bismol 12 oz.

Source: *Drug Store News* survey

Its strongest competitor, Maalox, placed second in the antacid category in unit movement and dollar sales and third in gross margin dollars behind Mylanta-2.

Other popular antacids, Alka-Seltzer and Pepto-Bismol, fell behind the Mylanta and Maalox leaders. Within the antacid category, Alka-Seltzer came in fourth in unit movement and gross profits and sixth in dollar sales. Pepto-Bismol captured the fifth slot in the antacid category in unit movement and gross profits and fourth in dollar sales.

The fastest moving antacid products (unit sales)

1 Mylanta liquid 12 oz.
2 Maalox suspension 12 oz.
3 Pepto Bismol 8 oz.
4 Alka Seltzer foil 36's
5 Pepto Bismol 4 oz.
6 Maalox Plus suspension 12 oz.
7 Tums 3-pk.
8 Tums assorted flavors 3-pk.
9 Mylanta II liquid 12 oz.
10 Rolaids 12's
11 Alka Seltzer tabs 25's
12 Rolaids 3-pk.
13 Maalox Plus tabs 12's
14 Riopan Plus suspension 12 oz.
15 Alka Seltzer foil 12's

Source: *Drug Stores News* survey

While Alka-Seltzer and Pepto-Bismol are classified as antacids, they are generally not bought by the serious antacid user, the ulcer patient. Mylanta and Maalox are known as antiulcer drugs and therefore are taken more frequently by a significant category of users. That partly accounts for the better showing of Stuart's Mylanta and Rorer's Maalox products.

Ayerst's Rioplan-Plus, an antacid plus antiflatulent, made it into the Top 100 based on its unit movement only.

Marion Laboratories, Gaviscon tablets 100's, heavily advertised in 1984, makes its appearance in the antacid category based on its dollar sales only.

Diet aids

Thompson Medical products still dominate the diet aid category, but the shift from capsules and tablets to powder is the big news here.

Dexatrim, the best-selling diet aid last year, has dropped behind Slim-Fast powder, which is riding a high crest.

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NEW
BAUSCH & LOMB
Moisture Drops™

The Eye Drop Market Is Big And Getting Bigger

Retail sales are estimated at over $170 million for 1985, and annual growth is projected at a double digit rate.

Nearly 40 million U.S. households use eye drops.

Two Types Of Drops In The Category

1. *Artificial Tears*, preferred by most eye care professionals for the relief of eye irritation and dry eye because they do not contain vasoconstrictors.

2. *Ocular Decongestants*, heavily advertised to the consumer for the removal of redness and relief of eye irritation. Many eye care professionals recommend against sustained use of ocular decongestants.

*Vasoconstrictors, a key ingredient in ocular decongestants, constrict the blood vessels of the eye thereby removing redness. Sustained use can mask serious eye problems and eventually lead to increased eye redness, a condition known as rebound hyperemia.

MOISTURE DROPS For All The Right Reasons

86% of eye drop users seek relief from eye irritation and dryness; only 14% use eye drops to remove redness.

Unlike VISINE* and other ocular decongestants which can only be used four times a day, MOISTURE DROPS can be used as often as needed.

Eye care professionals will recommend MOISTURE DROPS because it relieves eye irritation without masking symptoms of potential serious problems.

New MOISTURE DROPS is positioned to bridge the gap between the needs of the consumer and the concerns of the eye care professional. It will be the first artificial tears product positioned in this manner to be heavily promoted to the consumer.

Outperformed The Leading Brand In Test Markets**

70% of former VISINE users preferred MOISTURE DROPS for the relief of eye irritation.

76% said they would buy it again.

After just five months, MOISTURE DROPS became the largest selling SKU in the entire eye drop category.

Unprecedented Sales Support

Heavy consumer television and print advertising.

Consumer couponing and in-store promotions to stimulate trial purchases.

Professional sampling and advertising to assure practitioner recommendations.

Help your shelf to eye drop profits with MOISTURE DROPS from Bausch & Lomb.

**Data on file.
*Visine is a trademark of Pfizer, Inc.
©1984 Bausch & Lomb Incorporated

NEW
BAUSCH & LOMB
Moisture Drops™
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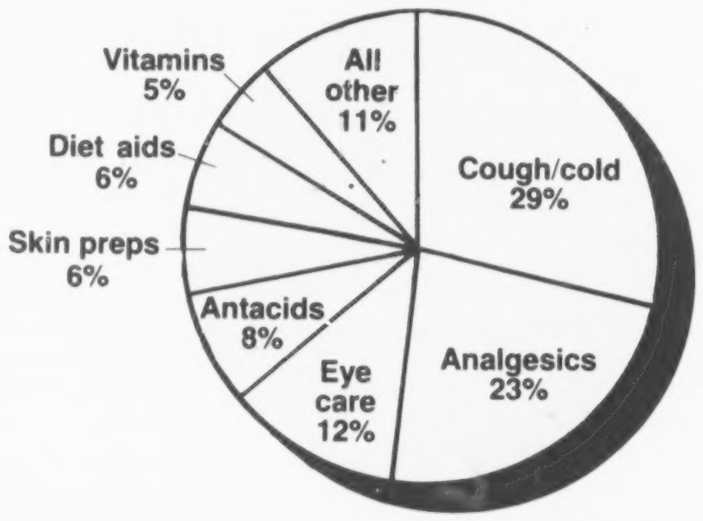
Best-selling OTC's

% Share of Top 100 by category
(Dollar sales)



Source: *Drug Store News* survey

Continued from page 36

Slim-Fast's meteoric rise is evident in the OTC study. It did not even appear among last year's best-selling diet aids, but this year captured the No. 1 position in product movement, dollar sales and profit dollars within the diet aid category.

The fastest moving diet aids
(unit sales)

1 Slim-Fast Powder: Chocolate 16 oz.
2 Dexatrim Extra-Strength caps 20's
3 Slim-Fast Powder: Vanilla 16 oz.

Source: *Drug Stores News* survey

The most profitable diet aids
(gross margin dollars)

1 Slim-Fast Powder: Chocolate 16 oz.
2 Slim-Fast Powder: Vanilla 16 oz.
3 Dexatrim Extra-Strength caps 20's
4 Slim-Fast Instant Pudding 16 oz.

Source: *Drug Stores News* survey

While Slim-Fast outpointed Dexatrim, the latter is not to be ignored. Dexatrim Extra-Strength 20's remained strong and appears in the diet aid category based on unit movement, dollar sales and margin dollars.

The highest volume diet aids
(retail dollars)

1 Slim-Fast Powder: Chocolate 16 oz.
2 Slim-Fast Powder: Vanilla 16 oz.
3 Dexatrim Extra-Strength caps 20's
4 Slim-Fast Instant Pudding 16 oz.
5 Dexatrim No Caffeine Extra-Strength caps 20's
6 Acutrim caps 20's

Source: *Drug Store News* survey

Only one product not manufactured by Thompson Medical appeared in the diet aid listing. Acutrim by Ciba's consumer division squeezed into the diet aid category based on its dollar sales.

Eye care

While Visine still holds the No. 1 position in unit movement in the eye care category, contact lens solutions like Allergan's Cleaner and B&L's Sensitive Eyes saline, led the category in dollar sales and gross margin dollars.

Visine was the only noncontact lens solution to make the Top 100 OTC product listing, while contact lens solutions

Continued on page 39

The fastest moving eye and lens care products
(unit sales)

1 Visine eye drops ½ oz.
2 Bausch & Lomb Sensitive Eyes Saline Solution 8 oz.
3 Bausch & Lomb Sensitive Eyes Saline Solution 12 oz.
4 Bausch & Lomb Saline Solution 12 oz.
5 Bausch & Lomb Daily Cleaner 45ml
6 Bausch & Lomb Saline Solution 8 oz.
7 Flexcare Soft Lens Solution 12 oz.
8 Bausch & Lomb Sensitive Eyes Cleaning Solution 8 oz.
9 Allergan Cleaner refill tabs 24's

Source: *Drug Stores News* survey

Sounds like time to stock up on Triaminic® and Triaminicin® allergy relief.

The allergy season is coming.

So plan to stock up on Triaminic® Cold Syrup, Triaminicin® Tablets, and Triaminic-12® Tablets this season. Because you can recommend the same great relief for allergies that you suggested for colds.

We're offering our allergy products for 8⅓% off the invoice price from April 1 to May 10, 1985.

Point-of-sale displays will make your sales climb.

And to make sure your customers will be looking for Triaminic and Triaminicin allergy relief, we'll be running ten-second television spots in high allergy areas.

To top things off, we'll be running a full-page, freestanding insert with coupons for 40 cents off and 25 cents off, plus a free box of tissues or eye drops offer in the Sunday papers in 58 markets.

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Best-selling OTC's

Special report

The highest volume eye and lens care products (retail dollars)

1 Allergan Cleaner Refill tabs 24's
2 Bausch & Lomb Sensitive Eyes Saline Solution 12 oz.
3 Visine Eye Drops ½ oz.
4 Soflens Enzyme Cleaner tabs 24's
5 Bausch & Lomb Sensitive Eyes Saline Solution 8 oz.
6 Bausch & Lomb Saline Solution 12 oz.
7 Flexcare Soft Lens Solution 12 oz.
8 Bausch & Lomb Daily Cleaner 45ml
9 Bausch & Lomb Sensitive Eyes Cleaning Solution 8 oz.
10 Bausch & Lomb Saline Solution 8 oz.
11 Pliagel Cleaning Solution 25ml
12 Visine Eye drops 1 oz.

Source: *Drug Store News* survey

The most profitable eye and lens care products (gross margin dollars)

1 Allergan Cleaner refill tabs 24's
2 Bausch & Lomb Sensitive Eyes Saline Solution 12 oz.
3 Visine Eye Drops ½ oz.
4 Flexcare Soft Lens Solution 12 oz.
5 Bausch & Lomb Saline Solution 12 oz.
6 Bausch & Lomb Sensitive Eyes Saline Solution 8 oz.
7 Bausch & Lomb Daily Cleaner 45 ml
8 Soflens Enzyme Cleaner tabs 24's
9 Bausch & Lomb Sensitive Eyes Cleaning Solution 8 oz.
10 Pliagel Cleaning Solution 25 ml
11 Visine Eye Drops 1 oz.
12 Unisol 4 Saline Twinpack 4 oz. each
13 Barnes Hind Wetting Solution 2 oz.
14 Boil & Soak Saline Solution 12 oz.

Source: *Drug Store News* survey

Continued from page 38

accounted for approximately 90% of all products in the eye care category.

Bausch & Lomb products accounted for two-thirds of the eye care products in number of units moved.

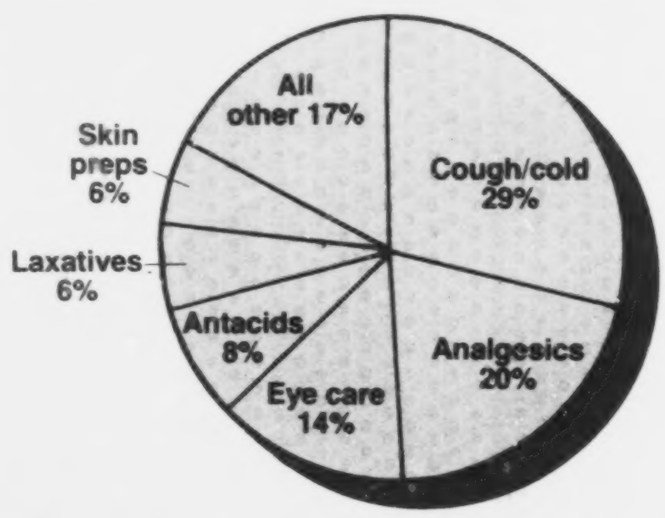
No products for the new gas-permeable lenses made the top 100 OTC's.

Competitive pricing on select OTC's

Product	AWP	SRP	Average promo price	Most competitive promo price
Chapstick	$ 0.61	$ 0.95	$ 0.52	$ 0.39
Bayer aspirin 100's	2.63	3.50	1.78	1.69
Visine Eye Drops ½ oz.	1.77	2.66	1.42	1.27
Mylanta liquid 12 oz.	2.76	4.23	2.69	1.99
Actifed tabs 24's	3.08	5.11	2.42	2.19

AWP = average wholesale price
SRP = suggest retail price
Source: *Drug Store News* Survey and Medi-Span's *OTC Pricing Guide*

% Share of Top 100 by category (Gross profit dollars)



Source: *Drug Store News* survey

The most profitable laxative products (gross margin dollars)

1 Fleet enema 4.5 oz.
2 Metamucil powder 21 oz.
3 Metamucil powder 14 oz.
4 Correctol tabs 30's
5 Correctol tabs 15's
6 Ex-Lax Chocolate tabs 18's

Source: *Drug Stores News* survey

Laxatives

The undisputed champ in the laxative ring is Fleet enema, the No. 1 product in unit movement, dollar sales and gross profit margin dollars.

Because Fleet enema is a disposable, one-time-only product, its selling velocity along accounts for its high positioning in the laxative category as well as among the Top 100 OTC's.

The remainder of the laxative category among the Top 100 OTC's is divided among Ex-Lax, Correctol and Metamucil. Each is distinctly different in dosage form.

In the number of units moved through the drug store, Ex-Lax chocolate and Correctol tabs shared an equal number of places.

In dollar sales, Metamucil was the leader with Fleet enema and Correctol the only others making the list.

Metamucil has a higher ticket price than the other laxatives that made it into the Top 100. While Fleet enema was the No. 1 laxative in gross margin dollars based on volume alone.

The only prophylactic to make the Top 100 was Youngs Drug's Trojan brand. Based on unit movement, the Trojan products accounted for 3% of the Top 100 OTC items. Trojan's highest concentration was in the gross margin dollar area where it represented 4% of the Top 100.

The fastest moving laxative products (unit sales)

1 Fleet enema 4.5 oz.
2 Ex-Lax Chocolate tabs 18's
3 Correctol tabs 30's
4 Ex-Lax unflavored pills 8's
5 Correctol tabs 15's

Source: *Drug Stores News* survey

The highest volume laxative products (retail dollars)

1 Metamucil powder 21 oz.
2 Fleet Enema 4.5 oz.
3 Metamucil powder 14 oz.
4 Correctol tabs 30's

Source: *Drug Store News* survey

Special report

Best-selling OTC's

Vitamins

Only one vitamin made it into the Top 100 listing based on unit movement—Lederle's Centrum. Centrum also held the No. 1 position in dollars, but Theragram M, Os-Cal and One A Day, in that order, also made the Top 100 list. Os-Cal was the only calcium supplement to make the list.

Marion Laboratories' advertising effort for Os-Cal paid off, according to the study results. Not only did two strengths of the oyster shell calcium supplement make it into the Top 100 in dollar sales, the 500mg and 250mg strengths made it into the gross dollar listing as well.

The highest volume vitamin products
(retail dollars)

1 Centrum tabs 100 + 30 free
2 Theragran M 100 + 30 free
3 DS Cal Calcium tabs 500mg 60's
4 DS Cal Calcium tabs 250mg 100's
5 One A Day vitamins + minerals 60's

Source: *Drug Stores News* survey

Skin preps

The No. 1 product in unit movement in the skin prep category was Ben Gay. Preparation H, an antihemorrhoidal preparation, represented 40% of the skin preps among the Top 100 OTC's.

Preparation H also did well in the dollar sales area by capping that category in the first and second positions, following closely by two sku's of neosporin, an antibacterial cream.

In profit dollars, Preparation H took a back seat to the Burroughs-Wellcome product, Neosporin. Two sku's of neosporin, 1 oz. and ½ oz., captured the first two slots in gross dollars, followed by two sku's of Preparation H.

The fastest moving skin preparation products
(unit sales)

1 Ben Gay Greaseless ointment 1.25 oz.
2 Preparation H ointment 1 oz.
3 Neosporin ointment ½ oz.
4 Preparation H suppositories 12's
5 Aspercreme cream rub 3 oz.

Source: *Drug Stores News* survey

The highest volume skin preparation products
(retail dollars)

1 Preparation H Suppositories 12's
2 Preparation H ointment 1 oz.
3 Neosporin ointment 1 oz.
4 Neosporin ointment ½ oz.
5 Ben Gay Greaseless ointment 1.25 oz.
6 Aspercreme cream rub 3 oz.

Source: *Drug Stores News* survey

The most profitable skin preparation products
(gross margin dollars)

1 Neosporin ointment 1 oz.
2 Neosporin ointment ½ oz.
3 Preparation H suppositories 12's
4 Preparation H ointment 1 oz.
5 Ben Gay Greaseless ointment 1.25 oz.
6 Aspercreme cream rub tube 3 oz.

Source: *Drug Stores News* survey

Norwich Glycerin Suppositories join the Fleet family of best sellers.

Put the fastest selling brand on your shelf.

Norwich is already a proven winner. Nationally it is the Number 2 product in a 30 + brand category.

And...

Norwich consistently outsells Squibb, size for size in stores that stock both.* If you're not stocking Norwich Glycerin Suppositories, you're missing sales and profits.

Fleet's powerful 4 point advertising and marketing program will dramatically increase sales.

1. High frequency advertising in leading consumer magazines starting in Spring 1985.
2. Heavy consumer promotion including cross-couponing with other high volume C.B. Fleet products.
3. Three high-profit trade deals a year.
4. Co-op advertising to generate greater sales.

This top quality product will have the full sales and marketing support of C.B. Fleet.

Only one glycerin suppository has all these advantages—Norwich deserves a prominent place in your laxative section.

Norwich Glycerin Suppositories from C.B. Fleet.

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Norwich/Fleet glycerin suppositories have been awarded the coveted Good Housekeeping seal.

* Data on file C.B. Fleet Co.

Not only the best to treat cold sores; also protects to help prevent them!

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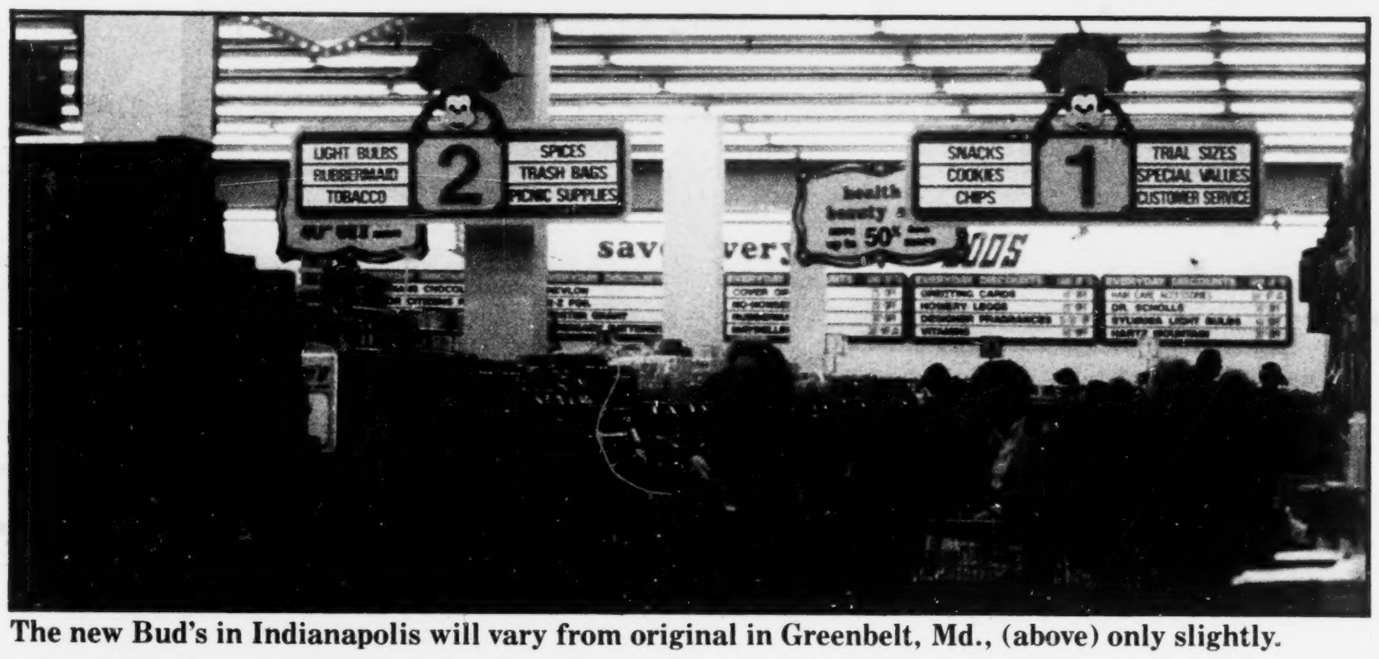
Pharmacy:
Legislators, chains ally to fight threat to AWP—p. 82

Clinical notebook:
Tests cancer-preventing vitamin qualities —p. 84

Industry profile:
Tom Field McKesson President—p. 2

DRUG STORE NEWS®

Vol. 7/No. 9 **Serving chains, wholesalers and high-volume independents for 56 years.** Published by Lebhar-Friedman Inc. April 15, 1985



The new Bud's in Indianapolis will vary from original in Greenbelt, Md., (above) only slightly.

Peoples' discount units

Bud's will bloom in Indianapolis

By Tim O'Brien

ALEXANDRIA, Va. — Indianapolis . . . this Bud's for you. In fact, there will be two Bud's for you by fall.

Peoples Drug Stores will open two new "Bud's Deep Discount Drug Store & More" locations in this central Indiana city of 700,000 during 1985. The first is to open in mid-June, the other later this fall.

Officials at Peoples said Indianapolis was chosen for Bud's expansion so management could get an idea of what it was like to operate a deep discounter in a market with less discretionary income than the original Bud's. That store opened in December in highly affluent Greenbelt, Md.

The market was also a logical choice for expansion since Peoples already operates 40 drug stores in the area, as well as a large warehouse facility.

"This should be a very good market for Bud's, mainly because it is so different than the Greenbelt location," says Ken Simmons, coo and vp of Peoples Midwest division, "Our environment here is very conducive to the deep discounting

Continued on page 102

Drug Emporium to open 20 units in Philadelphia

By Marjorie Shaffer

PHILADELPHIA — Drug Emporium, the nation's largest deep-discount chain, intends to launch a full-scale assault on the Philadelphia market.

Over the next 18 months, the 48-store chain plans to unveil a minimum of 20 company-owned stores in the Greater Philadelphia Metropolitan Area.

Drug Emporium's entry into this market is the Columbus, Ohio-based chain's first foray into the nation's fourth largest city, which has long been the heart of Rite Aid territory.

"We like the market from a demographic standpoint—it's densely populated with relatively upscale customers—and from a competitive standpoint," said Gary Wilber, Drug Emporium's vp of operations. "The Philadelphia move is certainly a huge step for us."

Philadelphia is the nation's fourth-largest retail market. According to an industry survey, the city's 4.7 million people have an annual median income of $26,120. In 1983, the latest year for which data are available, retail spending there topped $22.4 billion.

According to Wilber, the company decided to enter aggressively into the Philadel-

Continued on page 102

K mart chief details plan for Pay Less

LOS ANGELES — Pay Less NW will expand first into the states contiguous to its present stores, as well as into certain areas of central and southern California, Bernard Fauber, chairman and ceo of K mart, told the Los Angeles Society of Financial Analysts.

Fauber also said he would "not rule out the possibility" of expanding into the highly competitive Los Angeles area. After the meeting, Fauber was asked if the fearsome competition in southern California (Sav-On, Thrifty, Longs) might discourage Pay Less from coming into Los Angeles.

"Until Pay Less NW entered California with its purchase of Pay Less Oakland several years ago," he said, "there might have been some hesitancy. But Pay Less NW found they could compete very well in California."

A K mart exec told *Drug Stores News* that an expansion into southern California was "logical" because Pay Less is already in Bakersfield, 100 miles north of Los Angeles, and southern California is the closest major marketing area to the new distribution center (near Sacramento) opening in 1986.

Drug Store News asked

Continued on page 101

Begley Drug slashes prices on 'most-visible' products

• **See related story page 3**

RICHMOND — Begley Drug is the latest drug chain to launch a campaign designed to make the chain's 47 drug stores "more aggressive on pricing," according to Robert J. Begley, chairman and president.

Starting last week, Begley reduced prices "dramatically" on 380 select health & beauty aids, general merchandise and pharmaceutical products.

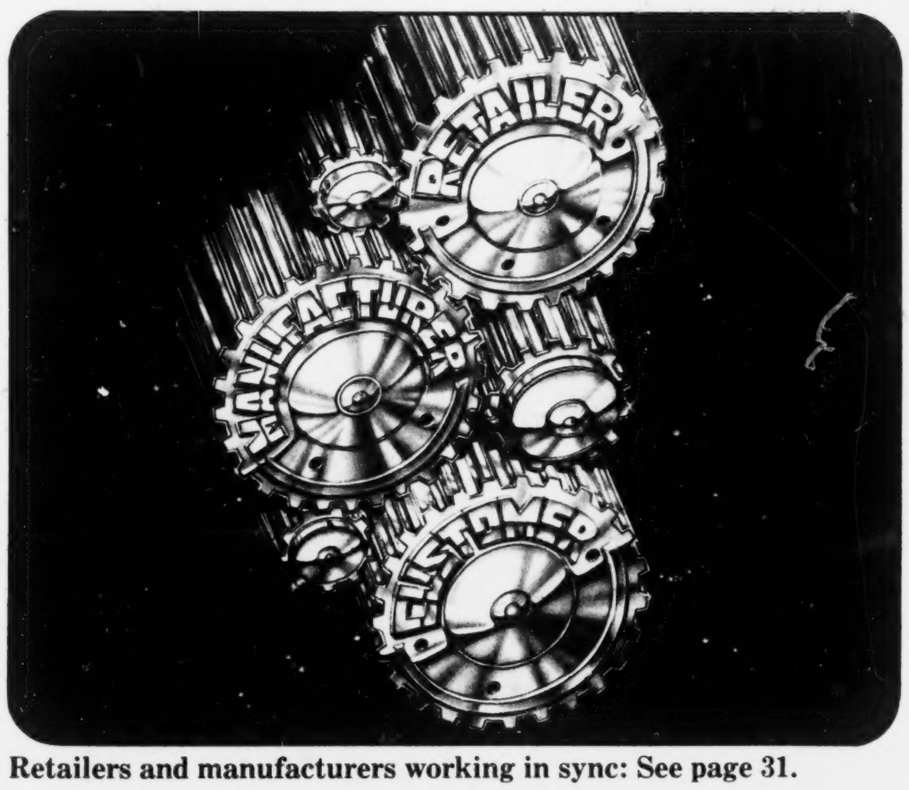
The selective price cuts have been taken on what marketing vp Jim Davenport calls "the most visible items in the store—the products we sell with the highest frequency."

Like the price cuts announced earlier by Revco and Fay's drug in the New York state market, the cutbacks have been designed to make Begley more competitive with food and mass merchandise

Continued on page 102

....LATE NEWS....

ECKERD MED-CARE, the home health care subsidiary of Jack Eckerd Corp., has doubled its store count to six units with the acquisition of three Medicare Equipment Centers in Tampa, Clearwater and St. Petersburg, Fla. The existing Eckerd Med-Care stores are also in the Tampa Bay area.



Retailers and manufacturers working in sync: See page 31.

Palm Beach again hosts 2100 at NACDS meeting

ALEXANDRIA, Va. — This year's National Association of Chain Drug Stores Annual Meeting promises to be even better than last year's.

Registration has broken all previous records—over 2,100 NACDS members are expected to attend the meeting, which will be held at The Breakers in Palm Beach, Fla., from April 26 to May 1.

"We are all looking forward to it," said James Harrison Jr., chairman-elect of NACDS and president of Harco Drug. He added: "The large attendance this year is particularly exciting."

One of the unique aspects of this year's NACDS meeting is that more time has been allotted for informal business gatherings, said Robert Bolger, president. "There will be plen-

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Rx Market Talk: a new antiarrythmic See page 14

NEWSPAPER

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News in brief

Kaye resigns from Tangible Ind.

TWINSBURG, Ohio — Leo Kaye abruptly resigned as head of Tangible Industries, the wholesale division of Odd Lot Trading Inc., less than two months after he joined the Revco subsidiary. Revco named Peter J. Laitmon, formerly vp of special products division of Media General Broadcast Services, to succeed Kaye.

Harco expands hdqtrs., warehouse

NORTHPORT, Ala. — A $4 million expansion project has been announced by Harco Drug. The plan calls for doubling the office space at corporate headquarters and for increasing warehouse space from 60,000 sq. ft. to 130,000 sq. ft. Fifty new jobs will be created for the warehouse operation.

"We are very excited about our expansion and the increased capabilities it will provide us. It will help us facilitate opening new stores and make us much more efficient in our warehouse operation," says Harco president Jim Harrison Jr. "It is a positive move to better equip us for the future."

The 44-year-old, privately owned drug store chain presently operates 54 drug stores, 10 Carport auto part stores and 10 TotalCare home health care stores in Alabama and Mississippi.

American appoints six to board

SALT LAKE CITY — American Stores Co. has elected Richard E. George to its board of directors. George joined American Stores as president of the Osco drug store chain following the acquisition of the Jewel Companies last year. In addition to heading Osco, George was recently named president of American's Sav-On Drugs division. American also named five other new board members, expanding its board of directors from 10 to 16.

Pay 'n Save appoints corp. vp's

SEATTLE — M. Lamont Bean, chairman of Pay 'n Save, announced that three division executives had been named corporate vp's. They are Allen Culver, president of the Pay 'n Save drug division's Northwest region; Tom Grimm, president of Price Savers Membership Warehouses, and Michael Rouleau, president of Ernst Home Centers.

K mart merges with Pay Less NW

TROY, Mich. — K mart announced that it had completed the acquisition of Pay Less NW for $500 million. The merger was approved late last month at a special meeting of Pay Less shareholders.

Arbor promotes two

TROY, Mich. — Eugene Applebaum, president of Arbor Drugs, announced two new key appointments for the 40-store drug chain based here. Don Stutrud, who began his career nearly 14 years ago as a pharmacist for Arbor, has been named director of store operations. Eric Bolokofsty, who joined Arbor nine years ago as an assistant manager, was promoted to director of merchandising.

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Drug Store News (ISSN 0191-7587), is published biweekly—every other Monday, monthly in December plus extra Pharmacist's Reference issue in April, by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022. Subscription rate: Retailers and wholesalers, one year $18; two years $35; three years $50. Manufacturers, schools, libraries and all others, one year $36. Single copy rate $2. Canada add $1 per year. Foreign subscriptions: Airmail only $125 per year.

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Vol. 7, No. 9 April 15, 1985

Peoples targets D.C.: 4th home health center

ALEXANDRIA, Va. — Peoples Drug Stores stepped up its drive into the growing home health market with the opening in Maryland of a fourth home health care center.

The 6,500-sq.-ft. store is located in the Penn Mar shopping center close to the Capital Beltway and right off heavily traveled Pennsylvania Avenue, which leads directly into downtown Washington.

With the opening, Peoples has now established the second leg of what the company anticipated will be a triangle of stores covering the densely populated Washington market.

Each of stores—the first was opened in Bailey's Crossroads, Va., five years ago—is capable of delivering up to 50 miles away, and thus a third store to the north of the District would offer maximum penetration.

Continued on page 101

The new home health center has six staff members, compared to 12 in the original center in Baily Bailey's Crossroads, Va.

Medicine Shoppe expects 100% unit increase by '90

ST. LOUIS — Medicine Shoppe plans to have 1,000 stores open by 1990, nearly doubling the number of units now in operation.

The St. Louis-based franchised pharmacy chain now has about 525 stores in 46 states, an increase of 265 stores since 1979. And the company's vigorous growth plans call for at least 110 new units in 1985.

"We expect a substantial increase in openings during fiscal 1985," said Jerome F. Sheldon, Medicine Shoppe's president and ceo. In fiscal 1984, the company added 65 units and it currently has a backlog of 117 signed license agreements.

The company's substantial growth in units is paralleled by record increase in total retail sales at the store level.

At the company's first annual meeting, company officials reported that total retail sales in stores nearly quadrupled from a base of $45 million in 1979 to over $170 million in 1984. Net earnings were up 62% in fiscal 1984 and revenues increased 27% during the same period.

More units, stronger same-store sales, in general, and "extremely successful promotions," helped propel sales in 1984, said Jeff Atkinson, Medicine Shoppe's vp of marketing.

He said that the company's colon-rectal cancer screening program was particularly successful, attracting national media attention and nearly 250,000 participants. This year, the company plans a national finger-printing program for children called "Thumbody Misses You," on May 9, 10 and 11. A new screening program is also planned for the summer.

According to David Garino, an analyst who follows Medi-

Continued on page 99

Tom Field expected to sharpen McKesson

By Lou Karney

SAN FRANCISCO — After eight months as president of the $4.3 billion McKesson Corp., Tom Field Jr. promises no magic formula.

When he talks about changes planned for the nation's leading drug wholesaler, it is in carefully chosen words, as though he were negotiating a minefield.

"In the next few months," he told *Drug Store News*, "McKesson will announce the first of a series of service programs beyond what the retailer is now getting."

Field also says the San Francisco-based wholesaler will form a service merchandising division to help food stores market H&BA and OTC products.

He would not elaborate. Security analysts, however, were not so reticent.

"With two aggressive competitors—Bergen Brunswig and FoxMeyer—McKesson will have to be a more market-responsive company," says Joel Liffman, an analyst with Drexel Burnham. "Competition will be keener, but with Field at the helm McKesson

Continued on page 99

Tom Field Jr.
McKesson president

Correction

In the March 18th issue, *Drug Store News* erroneously reported that the National Wholesale Druggists' Association had dropped Northwestern Drug as a member because Northwestern had been acquired by a retail chain, Pay 'n Save Corp.

NWDA sources say that Northwestern was dropped as a direct result of NWDA's bylaws on active members. According to Article III, Section 3, if the ownership or control of an active member is sold or transferred to another entity or corporation that is not an active member, the orginal membership must be terminated and there must be an application from the new owner for a new active membership.

NWDA has since determined that Northwestern, even though it is under the ownership of Pay 'n Save, the owner-operator of a chain of retail drug stores, is eligible for an active membership.

FINANCIAL

Med.-Glaser seeks expanded market share

ST. LOUIS — Medicare-Glaser said it expected to report a loss in the fourth quarter of its current fiscal year ended in March.

Harlan Steinbaum, chairman and ceo, said the previously announced campaign to increase market share, particularly in the St. Louis Metropolitan Area, had damaged gross margins and operating earnings.

"New store openings and increased advertising, as well as expenditures for marketing and product development by Professional Drug Systems Inc., the company's medical database subsidiary, have had a negative impact on our earnings," Steinbaum said.

The chief exec said that situation was likely to continue into the new fiscal year, "but we remain convinced that the actions taken will result in longer term growth opportunities for our company and shareholders."

Steinbaum said the company will open four new Medicare-Glaser drug stores in the St. Louis market in the current quarter. He said the new full-line stores will replace smaller Medicare-Glaser pharmacies. But Steinbaum noted that in addition to significant expenses for new store equipment, inventory and opening costs, there is always a temporary loss of earnings when stores are relocated.

Steinbaum said he was "pleased" that the drive for market share was "bearing fruit" in increased sales during the third quarter ended Dec. 31 and the first two months of the final quarter.

"We believe that the company is laying a strong foundation for increased earnings growth in the years ahead," he said.

Bergen earnings increase 22%

LOS ANGELES — Bergen Brunswig Corp. announced that net earnings for the second quarter increased 22% to $7.4 million or 58¢ a share, from $6.1 million, or 48¢ a share in the same year-earlier period. Sales for the quarter rose 42% to $594 million from $419 million.

For the first half, earnings from continuing operations climbed 19% to $13.5 million, or $1.07 a share, from $11.4 million or 90¢ a share, a year ago. Net sales and other revenues increased 33% to $1.09 billion from $816 million.

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION				
		From 03/08/85 - 03/25/85							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin		Indicated Dvd. rate		Last X-Dvd. Date	Last Fiscal Year			Last Fiscal Year (Per Share)	
Name	Symbol	High	Low	Close	Change Amt	Change Pct	52-Week High	52-Week Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days	Last Fiscal Year	Amt.	Pct			Latest P/E Ratio	Amt.	Yield		Revenue	Earnings	Current Ratio	Long Term Debt	Common Stock Equity
-	-	$	$	$	$	%	$	$	%	%	%	%	$	$	%	%	%	-	$	%	-	$ Mil	$ Mil	-	$	$
Chain Store transactions																										
Am Stores	ASC	56.50	54.00	54.00	.00	.00	56.50	26.50	.35	-.50	-2.77	10.13	5.24	1.63 F	45.2	95.0	1.4	10.3	.64	1.2	12-19-84	12118.8	171.5	1.5	12.39	15.26
Begley Co	BGLY	17.00	15.75	15.75	-1.00	-5.97	17.00	14.50	.09	.16	-2.85	.00	1.33	-.30 N	-20.4	-8.0	1.1	13.5	.68	4.3	01-14-85	61.5	.7	1.9	15.55	18.26
Big B	BIGB	17.88	16.13	17.25	1.13	6.98	17.88	8.88	.70	-.28	-1.69	-4.35	.68	.15 F	28.3	22.0	3.0	25.4	.00	.0	09-21-83	148.1	4.4	2.3	18	3.88
Drug Sys	DRGS	5.38	5.25	5.38	.13	2.38	6.25	3.25	.61	.12	-1.41	-9.80	.56	-.25 N	-38.5	NC	2.1	13.4	.00	.0	01-25-84	82.3	1.7	3.0	1.28	5.84
Eckerd, Jack	ECK	29.88	27.63	29.00	-1.25	-4.13	32.88	20.25	-.34	.93	-1.07	-27.66	2.27	.26 S	12.1	5.0	3.3	12.1	1.04	3.6	03-11-85	2622.5	85.4	2.0	2.52	16.47
Fay's Drug	FAY	11.00	9.88	10.25	-.75	-6.82	13.00	8.38	-.56	.48	-.85	-18.33	.62	.02 F	3.3	72.0	2.4	16.5	.20	2.0	03-18-85	366.7	8.7	1.7	1.78	3.82
Genovese Drug	GDX	14.50	13.75	14.00	-.25	-1.75	16.63	11.13	-.18	-.70	4.75	-28.22	1.03	.07 F	7.3	89.0	1.9	13.6	.20	1.4	12-19-84	220.3	4.1	1.9	2.83	4.92
Hook Drugs	HOOK	36.25	35.88	36.00	.00	.00	36.50	18.00	.14	.15	-12.67	73.62	1.87	-.14 F	-7.0	6.0	2.3	19.3	1.00	2.8	01-09-85	350.9	8.1	1.7	2.75	10.38
Longs Drg Strs	LDG	53.88	49.38	51.75	.00	.00	55.00	34.00	.11	-.35	-.62	9.97	3.43	.36 N	11.0	10.0	3.0	14.2	1.28	2.5	03-06-85	1214.4	36.4	1.9	.00	21.13
Medicare Glaser	MGCO	5.50	4.75	4.75	-1.00	-17.39	8.50	3.50	-.48	-2.33	.80	-4.93	.43	-.19 N	-43.2	102.0	1.4	19.0	.00	.0	00-00-00	76.7	1.1	1.6	1.12	3.49
Pay N Save	PAYN	22.75	22.75	22.75	.00	.00	23.63	14.38	.07	.14	3.17	54.92	2.02	-.81 N	-41.3	-2.0	2.5	19.8	.00	.0	08-20-84	1220.5	30.1	2.0	9.01	14.37
Pay Less NW	PAY	27.00	26.75	26.88	.13	.47	27.50	14.50	.08	.08	-4.13	-77.94	1.35	.34 S	29.8	26.0	2.9	18.2	.34	1.3	12-17-84	852.9	24.7	1.8	4.62	7.19
Perry Drug	PDS	20.13	18.13	18.25	-1.63	-8.18	22.13	12.38	-.54	-.98	.83	42.75	1.26	.14 Q	13.0	18.0	2.1	15.0	.28	1.5	02-21-85	370.3	7.6	1.5	2.40	10.60
Revco Drug	RDS	25.50	23.38	24.25	-.63	-2.51	32.88	22.50	-.48	.83	-1.17	17.05	2.54	.18 S	8.5	22.0	4.2	10.5	.80	3.3	02-26-85	2227.5	93.4	2.1	1.08	12.22
Rite Aid Corp	RAD	32.00	29.75	31.63	1.38	4.55	33.50	17.50	.35	.03	-1.62	-8.96	1.47	.32 N	24.1	11.0	5.1	19.2	.50	1.6	01-08-85	1223.3	62.2	2.3	.49	7.68
Thrifty Cp	TFD	21.38	20.13	20.88	-.50	-2.34	22.88	12.00	-.15	.47	-.91	-7.90	1.40	.27 Q	23.3	21.0	2.1	14.6	.60	2.9	02-04-85	1299.3	27.9	1.5	4.46	7.72
Walgreen Co	WAG	53.38	48.88	53.25	4.38	8.95	54.63	28.63	-.11	1.39	.86	-29.37	2.78	.50 Q	21.0	33.0	3.1	18.5	.88	1.7	02-11-85	2744.6	85.4	1.7	1.73	13.52
Wholesaler's transactions																										
Bergen Bruns	BBCA	25.63	23.50	23.50	-2.13	-8.29	28.50	19.00	-.21	-.57	2.46	42.51	1.57	.08 Q	5.1	23.0	1.2	14.3	.32	1.4	01-28-85	1703.4	19.6	1.6	1.08	11.11
Cardinal Distrb	CDIC	18.00	17.00	17.50	.00	.00	18.25	12.00	-.04	.14	-3.30	12.82	1.01	.12 N	12.4	NC	1.1	16.1	.02	.1	01-28-85	243.3	2.6	1.8	1.01	6.50
Durr Fillauer	DUFM	14.88	13.75	14.00	-1.00	-6.67	15.25	10.25	-.16	.35	-5.44	-48.06	.92	.12 F	15.0	21.0	1.7	15.2	.16	1.1	02-25-85	341.7	5.8	2.3	2.03	6.80
McKesson Cp	MCK	45.25	40.50	42.75	2.50	6.21	45.25	32.38	.60	-1.03	.90	-12.82	3.78	-.42 N	-10.7	-1.0	1.6	12.2	2.40	5.6	02-25-85	4260.0	68.7	1.4	10.45	30.25
Foxmeyer Cp	FOXM	28.50	27.00	27.50	-1.75	-5.98	29.75	20.00	-.09	-.41	.37	-3.08	1.27	1.22 N	141.9	122.0	1.1	13.2	.00	.0	00-00-00	464.2	5.2	2.0	3.95	11.86
Ketchum	KCH	17.50	14.75	17.25	2.63	17.95	17.50	10.09	.29	1.47	5.68	6.82	.77	-.46 N	-49.5	100.0	.3	36.7	.00	.0	09-24-84	245.1	.8	1.5	6.37	6.74
Owens & Minor	OBOD	15.00	14.25	14.50	.00	.00	15.25	11.25	.09	.00	-6.28	36.02	1.43	.02 F	1.4	84.0	1.2	10.1	.40	2.8	03-11-85	306.7	3.6	2.8	5.07	11.69
Spectro Indus	SPO	16.63	14.88	16.00	.50	3.23	16.88	8.69	.38	.86	-1.06	3.96	.89	.36 N	46.2	53.0	1.8	14.0	.09	.6	02-27-85	395.4	7.2	1.7	1.23	4.44
Manufacturer's transactions																										
Abbott Labs	ABT	52.38	48.38	50.63	1.88	3.85	52.38	36.75	.34	-.35	-.13	-23.61	3.34	.48 F	16.8	28.0	13.0	15.2	1.40	2.8	04-09-85	3104.0	402.6	1.9	4.00	11.71
Am Home Prod	AHP	60.88	56.63	60.75	3.75	6.58	60.88	46.75	.27	.94	.17	7.69	4.76	.76 F	19.0	18.0	16.3	12.8	2.90	4.8	02-06-85	4485.5	732.1	3.0	.00	13.14
Baxter Travenol	BAX	15.88	14.00	15.88	.88	5.83	18.63	11.75	.33	1.05	-.77	19.39	.21	-1.33 F	-86.4	-3.0	1.6	75.6	.37	2.3	03-13-85	1800.4	29.1	1.7	1.60	8.17
Block Drugs Co	BLOCA	30.50	30.50	30.50	.00	.00	31.25	24.28	.07	.16	-1.63	26.92	3.18	.26 N	8.4	14.0	10.0	9.1	1.00	3.3	02-25-85	238.2	23.9	2.3	2.34	20.08
Bolar Pharm	BLR	37.75	34.50	36.75	-.38	-1.01	37.75	22.50	.61	.76	-1.23	8.16	1.22	.07 F	6.1	47.0	18.2	30.1	.05	.1	02-08-85	29.1	5.3	4.9	.00	4.76
Bristol-Myers	BMY	56.25	54.63	55.75	.75	1.36	56.63	43.00	.14	.11	1.06	-6.22	3.45	.45 F	15.0	20.0	11.3	16.2	1.88	3.4	03-29-85	4189.4	472.4	2.4	.71	13.99
Carter-Wallace	CAR	33.88	31.50	32.00	-.25	-.78	34.50	19.38	.01	-.57	-6.32	-21.95	2.37	.31 N	13.4	32.0	5.7	12.2	.52	1.6	02-04-85	323.1	18.4	2.4	1.69	21.87
Cooper Labs	COO	15.00	14.38	14.75	-.13	-.84	27.00	12.50	-.34	.23	4.29	12.57	-.12	-.90 Q	-100.0	NC	-1.3	NE	.00	.0	03-12-84	155.9	-2.0	1.6	.61	11.81
Forest Labs	FRX	20.13	17.50	17.75	-2.63	-12.88	24.38	11.25	-.01	-.83	-1.04	-37.69	.54	.03 N	5.6	50.0	14.8	31.1	.00	.0	01-14-83	19.6	2.9	8.3	.28	5.42
ICN Pharm	ICN	11.25	10.00	11.25	1.25	12.50	11.38	5.75	.51	.73	4.88	16.70	.00	-.22 F	-100.0	40.0	1.6	NC	.00	.0	00-00-00	44.8	.7	4.3	.20	4.34
Key Pharm	KPH	10.63	9.25	9.88	-.75	-7.06	17.13	8.00	-.54	.64	-3.31	-2.76	.61	.10 F	19.6	106.0	14.6	16.2	.20	2.0	03-11-85	151.1	22.1	2.1	1.16	1.67
Lilly Eli Co	LLY	79.50	76.25	76.63	-1.38	-1.75	79.50	53.00	.28	-.04	1.43	-2.47	6.73	.60 F	9.8	12.0	15.8	11.4	3.20	4.2	02-08-85	3109.2	490.2	1.7	1.63	31.04
Lee Pharm	LPH	6.75	5.38	5.63	-1.13	-16.67	9.63	2.13	-1.11	-1.39	-4.56	-14.01	.13	.52 Q	NE	16.0	6.2	26.8	.00	.0	00-00-00	8.1	.5	3.0	.20	1.73
Marion Labs	MKC	58.50	52.00	55.00	-3.00	-5.17	60.00	30.50	.28	.29	1.74	34.93	1.24	.49 S	48.0	59.0	10.6	36.4	.52	.9	03-14-85	226.4	24.1	2.4	.04	7.05
Merck & Co	MRK	103.88	99.00	102.75	3.38	3.40	103.88	78.25	.25	.46	.00	-4.11	6.71	.61 F	10.0	6.0	13.8	15.3	3.20	3.1	02-28-85	3559.7	493.0	2.0	2.48	35.29
Morton Thiokol	MTI	30.25	29.00	29.13	-.13	-.43	31.38	23.81	.15	-.44	-2.00	24.40	2.16	.39 S	20.3	25.0	5.5	12.6	.64	2.2	02-22-85	2001.5	109.8	1.5	2.94	12.50
Mylan Labs	MYLN	18.38	17.50	18.38	.50	2.80	18.50	5.59	.28	.92	-5.61	16.75	.20	.11 N	36.7	121.0	12.7	44.8	.05	.3	02-19-85	36.9	4.7	5.4	.10	.76
Newport Pharm	NWPH	6.38	5.63	6.13	.38	6.52	7.25	2.75	-.06	.65	-.18	19.80	-.21	.17 N	NE	-10.0	-26.0	NM	.00	.0	00-00-00	7.7	-2.0	2.6	.22	.93
Pfizer Inc	PFE	42.63	39.63	41.75	1.25	3.09	42.63	29.38	.25	.44	-.33	.67	3.08	.35 F	12.8	21.0	13.2	13.6	1.48	3.5	01-28-85	3854.5	507.9	2.1	3.03	13.67
Reid Prov Labs	REID	4.75	4.50	4.63	.13	2.78	5.25	2.75	-.33	.95	-2.00	50.19	.12	-.04 S	-25.0	99.0	6.7	38.5	.04	.9	12-10-84	13.4	.9	3.1	.02	.92
Robins, AH	RAH	22.13	20.38	21.13	-.38	-1.74	24.38	12.00	-.10	.59	.19	-65.82	2.40	-.98 N	-41.4	9.0	10.3	15.2	.76	3.6	11-19-84	563.5	58.2	3.2	1.36	14.69
Rorer Group	ROR	30.00	29.00	29.75	.25	.85	34.13	24.00	.28	.31	-6.04	-33.99	2.08	.06 F	3.0	5.0	8.5	14.3	1.12	3.8	02-04-85	522.1	44.3	2.0	2.18	10.43
Scherer RP Co	SCHC	10.25	9.50	10.13	.13	1.25	14.50	8.63	-.45	.37	1.85	-46.52	.52	-.29 S	-36.3	-5.0	2.3	19.9	.32	3.2	12-12-84	171.7	4.0	1.9	4.83	11.14
Searle, GD	SRL	57.63	48.00	48.75	-8.38	-14.66	65.50	37.50	-.22	-1.57	7.95	53.65	3.24	.20 F	6.6	19.0	13.0	15.0	.52	1.1	02-04-85	1245.8	161.6	2.4	3.62	14.85
Squibb Corp	SQB	54.88	52.00	54.75	2.13	4.04	55.25	37.50	.23	1.04	-1.99	-9.78	3.68	.37 F	11.2	19.0	10.5	14.9	1.60	2.9	02-08-85	1886.0	197.2	2.4	3.86	23.24
Sterling Drug	STY	33.50	28.25	31.88	2.88	9.91	33.50	23.75	.52	1.81	6.07	2.76	2.37	.13 F	5.8	5.0	7.8	13.4	1.16	3.6	02-07-85	1827.3	143.4	2.7	1.44	14.96
Syntex Corp	SYN	58.13	53.88	56.75	.75	1.34	59.25	37.75	.28	.00	.29	-10.19	4.08	-.42 S	-9.5	20.0	14.7	14.1	1.92	3.4	02-08-85	916.5	134.6	2.1	5.36	18.81
Thompson Med	TM	17.38	13.25	13.25	-3.75	-22.06	26.50	13.25	-.55	-2.05	-.05	-22.80	2.20	.55 F	33.3	62.0	10.8	6.0	.40	3.0	12-19-84	197.2	21.2	4.3	.00	7.09
Upjohn Co	UPJ	78.75	75.75	77.38	.88	1.14	78.75	45.00	.30	.07	1.53	11.29	5.67	.39 F	7.4	.0	8.0	13.6	2.56	3.3	01-04-85	2179.1	173.3	2.2	18.02	34.74
Warner-Lambrt	WLA	38.38	35.75	38.00	.63	1.67	38.38	28.75	.14	.86	2.85	-11.26	2.81	.30 F	12.0	5.0	7.1	13.5	1.48	3.9	02-04-85	3166.7	223.9	1.9	7.53	17.75
Zenith Labs	ZENI	24.00	19.75	24.00	4.00	20.00	24.00	8.00	.85	1.43	-3.54	-7.89	.56	.07 F	14.3	69.0	7.7	42.9	.00	.0	03-13-85	37.5	2.9	4.6	.75	3.41

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

Footnotes:

NA - Not Applicable
NC - Not Calculable
NE - Negative Earnings
NM - No Meaningful Figure
Q - First Quarter
S - First 6 Months
N - First 9 Months
F - Fiscal Year

Data and Table Prepared by Media General Financial Services, Inc., Richmond, Virginia 23219